

## ORDER



KLAS

**Orders**  
**Order / Rev:** 36870  
**Alt Order #:** 08836531  
**Product Desc:** OBAMA/P/D  
**Estimate:** 1549  
**Flight Dates:** 08/04/12 - 08/17/12  
**Original Date / Rev:** 08/02/12 / 08/02/12  
**Order Type:** GENERAL

**Primary AE:** Mike Jones  
**Sales Office:** K-WAS  
**Sales Region:** National

**Agency**  
**Name:** GMMB  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Obama, Barack D-President  
**Demographic:** A35+  
**Product Codes:** PO1  
**Priority:** LV2  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 07/30/12   | 08/17/12 | 50      | \$43,175.00  | \$36,698.75 |

## Totals

| Month         | # Spots   | Gross Amount       | Net Amount         | Rating      |
|---------------|-----------|--------------------|--------------------|-------------|
| August 2012   | 50        | \$43,175.00        | \$36,698.75        | 0.00        |
| <b>Totals</b> | <b>50</b> | <b>\$43,175.00</b> | <b>\$36,698.75</b> | <b>0.00</b> |

## Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Mike Jones        |              |              | Start Of Order - End Of Order | 100%    |

| Order Share | Share | Total        |
|-------------|-------|--------------|
| KLAS        | 30%   | \$43,175.00  |
| Market      | 100%  | \$143,916.67 |

| Competitive Share | Share | Total       |
|-------------------|-------|-------------|
| CABLE             | 0%    | \$0.00      |
| KBLR              | 0%    | \$0.00      |
| KFBT              | 0%    | \$0.00      |
| KINC              | 0%    | \$0.00      |
| KTNV              | 25%   | \$35,979.17 |
| KTUD              | 0%    | \$0.00      |
| KVBC              | 0%    | \$0.00      |
| KVVU              | 5%    | \$7,195.83  |
| KVWB              | 0%    | \$0.00      |
| LV1               | 0%    | \$0.00      |
| UNKWN             | 0%    | \$0.00      |

| Ln    | Ch | Start             | End             | Inventory Code                          | Break | Start/End Time | Days              | Len | Spots       | Rate       | Pri           | Rtg  | Type | Spots | Amount     |
|-------|----|-------------------|-----------------|---|-------|----------------|-------------------|-----|-------------|------------|---------------|------|------|-------|------------|
| E 1   | 8  | 08/06/12          | 08/17/12        | Live w/Kelly<br>Live With Regis & Kelly | CM    | 9-10a          | MTWTF--           | :30 | 4           | \$650.00   | LV1           | 0.00 | NM   | 6     | \$3,900.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       |                | <u>Spots/Week</u> |     | <u>Rate</u> |            | <u>Rating</u> |      |      |       |            |
| Week: |    | 08/06/12          | 08/12/12        | MTWTF--                                 |       |                | 4                 |     | \$650.00    |            | 0.00          |      |      |       |            |
| Week: |    | 08/13/12          | 08/19/12        | MTWTF--                                 |       |                | 2                 |     | \$650.00    |            | 0.00          |      |      |       |            |
| E 2   | 8  | 08/06/12          | 08/10/12        | Y&R<br>Young & Restless                 | CM    | 11a-12p        | MTWTF--           | :30 | 5           | \$1,800.00 | LV1           | 0.00 | NM   | 5     | \$9,000.00 |

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Estimate: 1549  
KLAS

| Ln               | Ch | Start                      | End             | Inventory Code         | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type   | Spots | Amount      |
|------------------|----|----------------------------|-----------------|------------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|--------|-------|-------------|
| YOUNG & RESTLESS |    |                            |                 |                        |       |                |         |     |                   |             |     |               |        |       |             |
|                  |    | <u>Start Date</u>          | <u>End Date</u> | <u>Weekdays</u>        |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |             |
|                  |    | Week: 08/06/12             | 08/12/12        | MTWTF--                |       |                |         |     | 5                 | \$1,800.00  |     | 0.00          |        |       |             |
| E 3              | 8  | 08/06/12                   | 08/17/12        | 8 News Now Noon M-F    | CM    | 12-1230p       | MTWTF-- | :30 | 5                 | \$650.00    | LV1 | 0.00          | NM     | 7     | \$4,550.00  |
|                  |    | 8 News Now Noon M-F        |                 |                        |       |                |         |     |                   |             |     |               |        |       |             |
|                  |    | <u>Start Date</u>          | <u>End Date</u> | <u>Weekdays</u>        |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |             |
|                  |    | Week: 08/06/12             | 08/12/12        | MTWTF--                |       |                |         |     | 5                 | \$650.00    |     | 0.00          |        |       |             |
|                  |    | Week: 08/13/12             | 08/19/12        | MTWTF--                |       |                |         |     | 2                 | \$650.00    |     | 0.00          |        |       |             |
| E 4              | 8  | 08/06/12                   | 08/10/12        | 1230-2p Soaps/ LMAD    | CM    | 1230-2p        | MTWTF-- | :30 | 5                 | \$750.00    | LV1 | 0.00          | NM     | 5     | \$3,750.00  |
|                  |    | Soaps / Let's Make A Deal  |                 |                        |       |                |         |     |                   |             |     |               |        |       |             |
|                  |    | THE BOLD AND THE BEAUTIFUL |                 |                        |       |                |         |     |                   |             |     |               |        |       |             |
|                  |    | <u>Start Date</u>          | <u>End Date</u> | <u>Weekdays</u>        |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |             |
|                  |    | Week: 08/06/12             | 08/12/12        | MTWTF--                |       |                |         |     | 5                 | \$750.00    |     | 0.00          |        |       |             |
| E 5              | 8  | 08/06/12                   | 08/17/12        | The Talk 2-3P          | CM    | 2-3p           | MTWTF-- | :30 | 4                 | \$750.00    | LV1 | 0.00          | NM     | 6     | \$4,500.00  |
|                  |    | The Talk                   |                 |                        |       |                |         |     |                   |             |     |               |        |       |             |
|                  |    | <u>Start Date</u>          | <u>End Date</u> | <u>Weekdays</u>        |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |             |
|                  |    | Week: 08/06/12             | 08/12/12        | MTWTF--                |       |                |         |     | 4                 | \$750.00    |     | 0.00          |        |       |             |
|                  |    | Week: 08/13/12             | 08/19/12        | MTWTF--                |       |                |         |     | 2                 | \$750.00    |     | 0.00          |        |       |             |
| E 6              | 8  | 08/06/12                   | 08/17/12        | Ellen                  | CM    | 3-4p           | MTWTF-- | :30 | 5                 | \$800.00    | LV1 | 0.00          | NM     | 7     | \$5,600.00  |
|                  |    | Ellen                      |                 |                        |       |                |         |     |                   |             |     |               |        |       |             |
|                  |    | <u>Start Date</u>          | <u>End Date</u> | <u>Weekdays</u>        |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |             |
|                  |    | Week: 08/06/12             | 08/12/12        | MTWTF--                |       |                |         |     | 5                 | \$800.00    |     | 0.00          |        |       |             |
|                  |    | Week: 08/13/12             | 08/19/12        | MTWTF--                |       |                |         |     | 2                 | \$800.00    |     | 0.00          |        |       |             |
| E 7              | 8  | 08/05/12                   | 08/05/12        | Sun 530-6p Ins Ed Wknd | CM    | 530-6p         | -----S  | :30 | 1                 | \$225.00    | LV1 | 0.00          | NM     | 1     | \$225.00    |
|                  |    | Inside Edition Wknd        |                 |                        |       |                |         |     |                   |             |     |               |        |       |             |
|                  |    | INSIDE EDITION             |                 |                        |       |                |         |     |                   |             |     |               |        |       |             |
|                  |    | <u>Start Date</u>          | <u>End Date</u> | <u>Weekdays</u>        |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |             |
|                  |    | Week: 07/30/12             | 08/05/12        | -----S                 |       |                |         |     | 1                 | \$225.00    |     | 0.00          |        |       |             |
| E 8              | 8  | 08/06/12                   | 08/17/12        | 630-7p Inside Edition  | CM    | 630-7p         | MTWTF-- | :30 | 4                 | \$900.00    | LV1 | 0.00          | NM     | 6     | \$5,400.00  |
|                  |    | Inside Edition             |                 |                        |       |                |         |     |                   |             |     |               |        |       |             |
|                  |    | <u>Start Date</u>          | <u>End Date</u> | <u>Weekdays</u>        |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |             |
|                  |    | Week: 08/06/12             | 08/12/12        | MTWTF--                |       |                |         |     | 4                 | \$900.00    |     | 0.00          |        |       |             |
|                  |    | Week: 08/13/12             | 08/19/12        | MTWTF--                |       |                |         |     | 2                 | \$900.00    |     | 0.00          |        |       |             |
| E 9              | 8  | 08/06/12                   | 08/17/12        | 7-8p Rotator           | CM    | 7-8p           | MTWTF-- | :30 | 4                 | \$1,000.00  | LV1 | 0.00          | NM     | 6     | \$6,000.00  |
|                  |    | 7-8p Rotator               |                 |                        |       |                |         |     |                   |             |     |               |        |       |             |
|                  |    | <u>Start Date</u>          | <u>End Date</u> | <u>Weekdays</u>        |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |             |
|                  |    | Week: 08/06/12             | 08/12/12        | MTWTF--                |       |                |         |     | 4                 | \$1,000.00  |     | 0.00          |        |       |             |
|                  |    | Week: 08/13/12             | 08/19/12        | MTWTF--                |       |                |         |     | 2                 | \$1,000.00  |     | 0.00          |        |       |             |
| E 10             | 8  | 08/04/12                   | 08/04/12        | Sat 7-8p - ET Wknd     | CM    | 7-8p           | -----S- | :30 | 1                 | \$250.00    | LV2 | 0.00          | NM     | 1     | \$250.00    |
|                  |    | Ent Tonight Weekend        |                 |                        |       |                |         |     |                   |             |     |               |        |       |             |
|                  |    | ET WEEKEND                 |                 |                        |       |                |         |     |                   |             |     |               |        |       |             |
|                  |    | <u>Start Date</u>          | <u>End Date</u> | <u>Weekdays</u>        |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |             |
|                  |    | Week: 07/30/12             | 08/05/12        | -----S-                |       |                |         |     | 1                 | \$250.00    |     | 0.00          |        |       |             |
|                  |    |                            |                 |                        |       |                |         |     |                   |             |     |               | Totals | 50    | \$43,175.00 |